



WEWS

ORDER

Flight Dates **09/12/12-09/25/12**

Contract / Revision **310693 /**
Original Date / Revision
 09/11/12 09/13/12
Advertiser **Mandel / Republican / US Se**

Agency **Strategic Media Placement**
Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Product
OH US SEN JOSH MANDEL SEPT 1
Agency Com 15%
Billing Contact
7669 Stagers Loop
Delaware, OH 43015
Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:30:00
Estimate # **2680**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 83025

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	116	\$70,571.25	\$83,025.00	0.00	08/27/12	09/25/12	116	\$70,571.25	\$83,025.00
Totals	116	\$70,571.25	\$83,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/12/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	10	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$450.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$550.00		0.00			
N 2	WEWS	09/12/12	09/25/12		CM	7-9a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	10	\$5,200.00



WEWS

Print Date: 09/19/12

Page 2 of 4

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/13/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				M-F GMA 7-9a													
				M-F GMA 7-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	-- WTF--					3	\$500.00		0.00					
Week: 09/17/12		09/17/12	09/23/12	MTWTF--					5	\$500.00		0.00					
Week: 09/24/12		09/24/12	09/30/12	MT-----					2	\$600.00		0.00					
N 3	WEWS	09/12/12	09/25/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$175.00	P-3	0.00	NM	10	\$1,750.00		
				M-F 9-10a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	-- WTF--					3	\$175.00		0.00					
Week: 09/17/12		09/17/12	09/23/12	MTWTF--					5	\$175.00		0.00					
Week: 09/24/12		09/24/12	09/30/12	MT-----					2	\$175.00		0.00					
N 4	WEWS	09/12/12	09/25/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	6	\$1,050.00		
				M-F 10-11a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	-- WT---					2	\$150.00		0.00					
Week: 09/17/12		09/17/12	09/23/12	MT-- F--					3	\$150.00		0.00					
Week: 09/24/12		09/24/12	09/30/12	M-----					1	\$300.00		0.00					
N 5	WEWS	09/12/12	09/25/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	10	\$9,000.00		
				M-F 11-12p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	-- WTF--					3	\$800.00		0.00					
Week: 09/17/12		09/17/12	09/23/12	MTWTF--					5	\$800.00		0.00					
Week: 09/24/12		09/24/12	09/30/12	MT-----					2	\$1,300.00		0.00					
N 6	WEWS	09/12/12	09/25/12	M-F 12pm News	CM	12-1p	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	7	\$1,325.00		
				M-F 12p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	-- W- F--					2	\$175.00		0.00					
Week: 09/17/12		09/17/12	09/23/12	- T- TF--					3	\$175.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
3	VEWS	09/17/12-09/23/12		M-F 12pm News		12-1p	- T- ThF----	:30		(\$175.00)		0.00	NM				
		See MG 6.8,6.9,6.10 [N/A ON ENTRY]															
4	VEWS	09/17/12-09/23/12		M-F 12pm News		12-1p	- T- ThF----	:30		(\$175.00)		0.00	NM				
		See MG 6.8,6.9,6.10 [N/A ON ENTRY]															
5	VEWS	09/17/12-09/23/12		M-F 12pm News		12-1p	- T- ThF----	:30		(\$175.00)		0.00	NM				
		See MG 6.8,6.9,6.10 [N/A ON ENTRY]															
8	VEWS	09/17/12-09/21/12		M-F 9-10a		9-10a	MTWThF----	:30		\$175.00		0.00	NM				
		Ⓜ MG for 6.5,6.3,6.4 [Per Whitney]															
9	VEWS	09/17/12-09/21/12		M-F 9-10a		9-10a	MTWThF----	:30		\$175.00		0.00	NM				
		Ⓜ MG for 6.5,6.3,6.4 [Per Whitney]															
10	VEWS	09/17/12-09/21/12		M-F 9-10a		9-10a	MTWThF----	:30		\$175.00		0.00	NM				
		Ⓜ MG for 6.5,6.3,6.4 [Per Whitney]															
Week: 09/24/12		09/24/12	09/30/12	MT-----					2	\$225.00		0.00					
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	7	\$4,400.00		
				2-3pm General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	-- W- F--					2	\$600.00		0.00					
Week: 09/17/12		09/17/12	09/23/12	M- W- F--					3	\$600.00		0.00					



WEWS

Print Date: 09/19/12

Page 3 of 4

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/13/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	7	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$700.00		0.00			
N 8	WEWS	09/12/12	09/25/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WT---					2	\$225.00		0.00			
Week:		09/17/12	09/23/12	M-W---					2	\$225.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$225.00		0.00			
N 9	WEWS	09/12/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	10	\$8,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$850.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					5	\$850.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$950.00		0.00			
N 10	WEWS	09/12/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	9	\$10,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$1,100.00		0.00			
Week:		09/17/12	09/23/12	M-WTF--					4	\$1,100.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$1,300.00		0.00			
N 11	WEWS	09/12/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$800.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$800.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/12/12	09/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$650.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/12/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$2,200.00	P-2	0.00	NM	9	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W-F-S					3	\$2,200.00		0.00			
Week:		09/17/12	09/23/12	M-WTF-S					5	\$2,200.00		0.00			
Week:		09/24/12	09/30/12	M-----					1	\$2,400.00		0.00			
N 14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	7	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WT---					2	\$300.00		0.00			
Week:		09/17/12	09/23/12	M-WT---					3	\$300.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$250.00		0.00			
N 15	WEWS	09/12/12	09/25/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
Week:		09/17/12	09/23/12	-----S-					1	\$500.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/12/12	09/25/12		CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00



WEWS

Print Date: 09/19/12

Page 4 of 4

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates
Original Date / Revision 09/11/12/ 09/13/12 Order Sep 00:30:00
Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				SU GMA 8-9A										
				SU GMA 8-9A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$500.00		0.00		
Week: 09/17/12		09/17/12	09/23/12	-----S					1	\$500.00		0.00		
Week: 09/24/12		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N17	WEWS	09/12/12	09/25/12	SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00 NM	2	\$600.00
				SU This Week 9-10a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$300.00		0.00		
Week: 09/17/12		09/17/12	09/23/12	-----S					1	\$300.00		0.00		
Week: 09/24/12		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N18	WEWS	09/17/12	09/17/12	Monday Prime Special	CM	Monday Prime Special	M-----	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
				Monday Prime Special										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$2,500.00		0.00		
N19	WEWS	09/12/12	09/25/12	Thursday Prime B	CM	9-10p	---T---	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
				Thursday Prime B										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$1,800.00		0.00		
Week: 09/17/12		09/17/12	09/23/12	-----					0	\$0.00		0.00		
Week: 09/24/12		09/24/12	09/30/12	-----					0	\$0.00		0.00		
N20	WEWS	09/12/12	09/25/12	Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00 NM	2	\$2,800.00
				Friday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 09/10/12		09/10/12	09/16/12	----F--					1	\$1,400.00		0.00		
Week: 09/17/12		09/17/12	09/23/12	----F--					1	\$1,400.00		0.00		
Week: 09/24/12		09/24/12	09/30/12	-----					0	\$0.00		0.00		
													Totals	116 \$83,025.00